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MidAmerican Energy Wins 2003 PLMA's Peak Load Reduction Award Using Itron's Curtailment Management Solution

Commercial & Industrial Load Management Program Sheds Load During Peak Usage

SPOKANE, WA — March 24, 2004 — MidAmerican Energy, an electricity and natural gas provider in four Midwestern states, has won the PLMA 2003 award for outstanding achievement in demand response by using Itron's Curtailment Manager solution to reduce peak electric demand.

Peak Load Management Alliance (PLMA) presented MidAmerican Energy the award today, along with Itron (NASDAQ: ITRI), at the PLMA conference in San Diego, in conjunction with the Metering America conference.

MidAmerican's Commercial & Industrial Load Management program, partnered with Itron's Curtailment Manager software, has had four consecutive successful seasons since 2000. The utility's curtailment program has 125 participating commercial and industrial customers which agree to shed load during peak electric usage in return for a capacity payment. Large energy users in this program include such industries as heavy manufacturing, agricultural, health care and property management.

When a curtailment alert is issued, particularly on hot summer days when high electricity usage is expected, Itron's load management solution enables MidAmerican to quickly interface with large energy users to reduce peak demand, reducing the need to run higher-cost generation or purchase additional power at costly spot market prices. The participants are notified of an impending curtailment event via e-mail, e-page and telephone.

The C&I customers quickly respond to the curtailment notice by logging onto a customized Web page via the Internet and prepare for demand reduction. MidAmerican and its customers can monitor their performance in real-time, substantially enhancing customer compliance.

"This program performed exceptionally well since the summer of 2000, and last summer we reduced our peak demand by 3.5 percent," said Rick Leuthauser, MidAmerican's energy efficiency manager. "We are honored to accept this recognition and want to thank Itron for partnering with us to make this happen."

Eric Miller, Itron's director of product marketing, said MidAmerican's willingness to reduce energy consumption during peak usage shows the "innovative thinking and long-term vision of MidAmerican Energy."



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“This is one of those partnerships where you can look down the road and see that it delivers energy savings, financial savings and customer satisfaction,” Miller said. “We’re proud to be partners with MidAmerican in this important energy curtailment program.”

About Itron

Itron is a leading technology provider and critical source of knowledge to the global energy and water industries. More than 2,800 utilities worldwide rely on Itron technology to deliver the knowledge they require to optimize the delivery and use of energy and water. Itron delivers value to its clients by providing industry-leading solutions for meter data collection, energy information management, demand side management and response, load forecasting, analysis and consulting services, transmission and distribution system design and optimization, web-based workforce automation, C&I customer care, enterprise and residential energy management. To know more, start here: www.itron.com.

About MidAmerican Energy

MidAmerican Energy, Iowa’s largest energy company, provides electric service to 689,000 customers and natural gas service to 669,000 customers in Iowa, Illinois, Nebraska and South Dakota. It is headquartered in Des Moines, Iowa, and is a subsidiary of MidAmerican Energy Holdings Company.

About PLMA

The Peak Load Management Alliance includes leading companies in electric generation, retail energy services, load aggregation, power exchange, demand response systems, metering equipment, grid operations, market management and information technologies. Further details can be found on the PLMA’s website, <http://www.peaklma.com>.

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